

## The Reason behind the Popularity of Zenith El Primero

The making of a landmark history is always a painstaking and groundbreaking effort, but once made, the time flies! Keeping the time to remind us how far we have come in life isn't a mean feat either as the history of tracking the time which started many years ago, is today something we can look back at to appreciate the major players, one of which is the Zenith El Primero.

More than forty years after, Zenith El Primero continues to shine, since its debut in 1969, not because more watches are in circulation today, but hardly will the story of quality and success in automatic chronograph be told without the landmark contribution of the Zenith group.

Yes, many still marvel at the popularity of Zenith El Primero, below are the reasons if you care to know.

1. **Technology.** Among other technology of watch production at the time, the Zenith El Primero Column wheel chronographs stand out. For one, the complexity of Zenith El Primero chosen technology isn't one for just anyone who isn't prepared to do a thorough job at producing a masterpiece among luxury wristwatches.

While [most watches from luxury watch brands produced today](#) come with 28,800 vibrations per hour with eight ticks per second, the Zenith El Primero do 36,000 vibrations per hour with ten ticks per second. With such exceptional feat, Zenith records optimum time accuracy down to 1/10 of a second. Not only was it able to maintain this level of precision in 1969, but the situation today is nothing different. Giving its technology, Zenith El Primero continues to maintain the same degree of relevance, quality, and tasteful watch production many are finding difficult to match.

2. **Integrity.** Many who understand the demand on time and resources from the Zenith El Primero chosen technology, know that only a personal decision to maintain best quality and determination borne out of deeper integrity can make a company proceed to do it the way of old despite its many disadvantages. The integrity with which the watchmaker makes its watches is another reason they remain popular till today.

Zenith's unwillingness to cut corners by keeping to what is best despite the seeming disadvantages of time and resources make them the watchmakers of the moment.

3. **Market relevance.** Indeed, a good deal of time has passed since 1969, but Zenith's quality and business dedication hasn't changed one bit. Its resurgence in the luxury wristwatch market triggered the interest of the LVMH group. Zenith El Primero line of

wristwatches is a boost to its popularity in the market today. There are about 23 variations of Zenith El Primero featuring time only watches to minute repeaters.

No doubt, Zenith El Primero has reenergized its aesthetics, improved the quality of its materials and production techniques, but when it comes to the basics, the foundation of its making, Zenith is true to type. It does not compromise on its passion for giving the market, something to look back and say well-done! That is the feeling you get in every Zenith El Primero powered watch, the authentic automatic chronograph caliber best known for quality craftsmanship since 1969.